

# ORDER



**Orders**  
**Order / Rev:** 723651  
**Alt Order #:** 06385710  
**Product Desc:** AMER ACTION NETWORK  
**Estimate:** 3444  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** American Media & Advocacy Grp/ POI  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** American Action Network  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	17	\$34,350.00	\$29,197.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$34,350.00	\$29,197.50	0.00
<b>Totals</b>	<b>17</b>	<b>\$34,350.00</b>	<b>\$29,197.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	29%	\$34,350.00
Market	100%	\$118,448.28

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	24%	\$28,427.59
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	13%	\$15,398.28
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	27%	\$31,981.03
WFTC	7%	\$8,291.38

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 Estimate: 3444  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	11/02/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035P	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		KARE11NWS-10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$3,500.00			0.00			
2	KARE	11/02/12	11/02/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		KARE11-SUNRS@5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$350.00			0.00			
3	KARE	11/02/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		KARE11NWS-6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$2,500.00			0.00			
4	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		KARE11NWS-6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$2,500.00			0.00			
5	KARE	11/05/12	11/05/12	Mon Prime REVOLUTION	CM	9-10P (9:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		REVOLUTION													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$4,000.00			0.00			
6	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		KARE11NWS-10SA													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$3,500.00			0.00			
7	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		SAT NITE LIVE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$2,500.00			0.00			
8	KARE	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	228P-6P (2:30 PM-6:00 PM)	-----S-	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		NCAAF: ND VS PITT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2			\$600.00			0.00			
9	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		KARE11 NWS SAT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$900.00			0.00			
10	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		KARE11NWS-5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$1,700.00			0.00			
11	KARE	11/01/12	11/01/12	M-F 6-630p KARE 11 6 News	CM	6-630p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		KARE11NWS-6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1			\$2,500.00			0.00			
12	KARE	11/06/12	11/06/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		KARE11-SUNRS@5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1			\$350.00			0.00			
13	KARE	10/30/12	10/30/12		CM	6-630p	-T-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-630p											
				KARE 11 6 News											
				KARE11NWS-6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,500.00		0.00			
14	KARE	10/31/12	10/31/12	M-F 10-1035p	CM	10-1035P	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
				KARE News 10p											
				KARE11NWS-10											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$3,500.00		0.00			
15	KARE	10/31/12	10/31/12	M-F 5-6a	CM	5-6a	--W----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				KARE First Edition M-F											
				KARE11-SUNRS@5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$350.00		0.00			
16	KARE	10/31/12	10/31/12	M-F 6-630p	CM	6-630p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				KARE 11 6 News											
				KARE11NWS-6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$2,500.00		0.00			
													Totals	17	\$34,350.00